

## **Yarborough Community Plan – 2013 / 14**

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The Yarborough Ward works well as a unit for the election of Councillors and for their work on behalf of residents. It is also a convenient sized area for local bodies such as the police, but its residents do not have any sense of common identity which builds loyalty to it or which makes it a useful vehicle for their shared community engagement.

The shape of the Ward is actually simply an historic accident. It covers the southern and western half of what was a separate and entirely rural Civil Parish of Little Coates before it was brought into the Borough of Grimsby in the 1920s. The Grimsby Golf Club bought the main farm in the 1920s so all the building since then has had to work round this large private green enclave (so that to travel today by car from Laceby Acres Primary School to Little Coates Parish Church involves going west, north and then east round three sides of the Golf Course).

This has resulted in there being something like a dozen different “neighbourhoods” in the Ward. Those who live along Laceby Road and the Ridgeway do not think of themselves as living on Laceby Acres, those on Laceby Acres tend not to use even the same Primary School as those on the neighbouring Littlecoates estate, those on the Littlecoates estate are very unlikely to bump into those on Cambridge Park, equally those on Cambridge Park do come across those on Church Meadows, Church Meadows was quite distinct from the Yarborough estate which is now Freshney Green, Freshney Green is quite different from the housing along and off Yarborough Road, and even within the housing along and off Yarborough Road there may be quite different local identities for those who, for example, live near the Auditorium compared to those who live around St James’ Avenue.

So where there has been commitment to community activities in these areas most cases this has been *within* one of these areas. For example: the users of the Littlecoates Community Centre tend to come from that estate; the Broadway Children’s Centre near by has found that it needs to deliver activities from an outreach centre in the Primary Schools on Laceby Acres just a few yards away; there are separate Neighbourhood Watches even for the neighbouring Marshall Avenue and Kingston Gardens areas.

And where there is commitment to community activities which are wider than those in a small neighbourhood this tends to be where participants are drawn from or contribute to something based on a much wider area than the Ward alone. For example: the WalkWell health promotion scheme meeting in the Parish Church draws from across Grimsby; the quilting group which meets in the Humber Royal Hotel draws from a much wider area; substantial numbers of community engaged residents contribute to area-wide organisations from CRUSE to a widows’ group via the Hospice.

Also, where there are places where community activity is focussed and promoted these are also not usually ‘Ward based’. For example: half those who regularly attend the only church in the Ward live outside the Ward and regular church attenders who live within the Ward are just as likely to be travelling to churches elsewhere; the same is probably true of the Cromwell

Club just in the Ward and other Clubs in neighbouring Wards; the local Youth Centre is just across a road which forms the Ward boundary and the Secondary School residents are most likely to attend is further away along the same road.

Finally, the experience of Councillors, Community Development Workers and clergy over the last fifteen years (experience confirmed by the Area Action Group's last year) is that locally expressed needs are much more likely to be about things which are highly visible and highly local (such as traffic calming, 'crime and grime' and nuisance from or worthwhile activities for young people) rather than those which are less tangible but more impactful (such as health inequalities or the isolation of the mentally ill).

It is likely therefore that a successful community plan will be two pronged.

First, it would target or help create and then support community groups which serve and build capacity within any of the dozen neighbourhoods in the Ward. This is in fact where initial applications for Community First panel membership and funding has come from, although the danger will always be that this builds in a bias against those neighbourhoods where something has not yet developed.

Secondly, it would target those who have an overview (such as the Children's Centre and health professionals) and identify from them the sorts of things which they wish local groups were delivering or supporting (of which things like WalkWell and support for the isolated elderly may be existing examples).

This community plan seeks to ensure that support is made available across the ward but we will need to work differently to ensure that the support and projects available are supported and ultimately owned by the community itself and operate in line with our two pronged approach. The primary aim is to create a community spirit across the whole ward, making the most of things that are already working well in any one single area, encouraging the community to make better use of schools, health facilities, community centres and existing groups. If we achieve our aim we will have the makings of a vibrant community, a community that identifies the things that are most important within the ward and a community that then takes an active role in ensuring that action is taken to improve the lives of everyone within the ward.

We recognise that achieving this is a challenge. The following statistics outline some of the challenges we face, whether it be people suffering from poor health, perceived lack of skills due to low educational attainment, low economic growth or fear of crime. But the approach that this community plan proposes is different from what has gone before. Whilst we have included the statistics to outline the challenges we face our approach is based on building on what works already and the sections underneath the statistics highlight that there are people already working within the community to bring about positive change. It shows that there a range of buildings and community resources that can be used differently to encourage the community to get involved in a whole range of activities that will benefit both themselves and the wider

community. We therefore propose that this community plan is driven forward using the ABCD approach – Asset Based Community Development, using people and physical resources already in the ward to drive improvements in the quality of local life.

## **Ward Profile – Key statistics**

### **Population**

The most recent population estimates indicate that 11918 people are resident in Yarborough. A quarter of the population of the ward is 19 or under (2,979 children and young people) and just under a fifth of the population is aged over 60 (approx 2,300 older people)

### **Ethnic Groups**

98% of the population classify themselves as white British with only around 100 people in the ward from black and minority ethnic backgrounds.

### **Economy**

Around 63% of the working age population of the ward are in either full or part time employment with unemployment at just over 5% meaning nearly 600 people within the ward are unemployed.

### **Education**

37% of the population hold no formal qualifications whilst around 14% of the population hold A level qualifications or higher.

### **Health**

30% of households include at least 1 individual with a limiting long term illness. Life expectancy within the ward is below the borough average which in itself is below the average for England and looking at the causes of ill health and identifying ways of working with the community on issues such as smoking, obesity, physical activity etc. needs to be undertaken in order to increase the number of healthy years our community members can expect to live.

### **Crime**

There were around 200 reported crimes in December 2012 with anti social behaviour accounting for around a third of incidents. Criminal damage, burglary, violent crime and shoplifting made up the majority of the remaining crimes reported.

## **Community Assets**

### **Buildings**

The area has a number of buildings spread across the ward that could be used by the community to enhance local quality of life. The map available at <http://yarborough.inandaround.org.uk/directories/places/> outlines the main buildings available within the ward including schools, church halls, community centres, health centres and public parks.

### **Active individuals and community groups**

There are a number of community run groups that are active within the ward, these include scout and guide groups, support groups aligned to health collaboratives, neighbourhood watch groups, school friends groups etc. There are also a number of active community members who are willing to invest time and energy to bring about positive change within the ward. Currently these groups and individuals operate in isolation and one of the aims of this community plan is to start to co-ordinate activity better, signposting community members to individuals and groups who can help them realise their aspirations. The first step in achieving this is to promote what is already happening in the area and to use those existing groups and individuals to work with service providers, shop owners and local businesses to identify opportunities for local people to get more engaged in community life within the ward. This could include exploring job and volunteering opportunities, exploring how people can get involved in existing groups or support in starting their own groups up, strengthening the links between groups so that they can share the skills of others to help them develop. The possibilities are endless and will be shaped through active engagement of individuals and groups.

### **Housing and local residents**

In February 2011 the average house price in North East Lincolnshire was £84,220 compared to the England and Wales average of £162,215. House prices in North East Lincolnshire have more than doubled since 2001, rising from £41,776 in February 2001. The market peaked locally in January 2008 at an average price of £107,021

The 2010 refresh of the Strategic Housing Market Needs Assessment (SHMNA) noted that an entry level property in the North East Lincolnshire housing market would cost an average of £79,950 with an average household income of £22,843 needed to obtain and afford a mortgage. This places 48 per cent of households in North East Lincolnshire below the entry level income. This means that the borough has a large percentage of rented accommodation with a mix of private and social landlords. As within the rest of the borough the age of some of the housing in the ward means that fuel and household poverty can be real issues with people unable to afford home improvements or aware of the support that might be available to undertake such work.

## **Local services and key contacts**

There are a number of services already available to residents within the ward. Listed below are key services and a named contact for the community. The details in the plan are listed to encourage greater take up of the services provided and as the list of key contacts grows as more of the community becomes actively involved the electronic version of this plan stored on the Yarborough website will be updated.

## **Green spaces**

The ward benefits from a number of parks and open spaces but it is unclear whether these are being used widely by the whole population. In order to gain maximum impact from these green spaces the local community will be encouraged to use them for health and social activities and will be supported via existing organisations, groups or grants to try out new activities that encourage greater usage.

## **Employment**

The ward has a number of retail and leisure businesses based within it along with some industrial companies. The ward is close to the main industrial estates within the borough but access to them by public transport can be problematic. The current national position in terms of recession is impacting significantly on job opportunities within the area but our community plan aims to identify the barriers to the members of our ward accessing employment opportunities and to actively work with them, through a range of existing activities, to enhance their chances of securing a fulfilling job.

## **Shops**

There are a number of small shops across the ward and a large number of take away restaurants. Given the local push for healthy eating some work may be required to encourage a greater range of healthy food options in local shops and takeaways.

## **Community Challenges**

### **Real and meaningful engagement and involvement (giving people confidence that their views will be listened to, heard and responded to)**

A number of issues have been raised recently about people within the ward not getting involved in community activity. A key challenge for the delivery of our aims and objectives within this community plan is the ABCD approach and we need to get the community actively involved wherever possible in order to bring about positive and lasting change. We have listed above some key contacts within the ward. They have agreed to be “community champions” promoting the community plan and seeking community buy in to the proposals that are emerging within it. The champions will initially focus on what we already have working within the borough, so we will work with head teachers to get the support of schools, managers of health, community and children’s centres

to do joint promotion of what is already available and to test out the possibility of doing new and different activities to attract more people.

The community plan needs to be a living document so that when new things happen or new people get involved it is actively promoted via existing networks and on the website. Through this celebration of community activity we hope to inspire more and more people to get involved, to promote what the community is doing for itself and through this approach demonstrate that the community is leading its own future, not the service providers or the community first panel.

### **Crime and community safety**

The police are already actively involved within the ward through the neighbourhood policing team and provide information on crime and progress on reported crime via the Humberside Police website. Despite this there is still a local perception that crime is high and keeps rising and we need to address this if we are to get more people involved. We will therefore include the stats provided by the police on the Yarborough website. We will encourage the community to report issues through whoever they feel most comfortable reporting issues to and we will ensure that the neighbourhood police team use these key contacts to draw up a fuller picture of the crime issues within the ward. This is a two way process and the police can also use community activist to share progress reports and statistics, to promote key messages and to highlight issues / crimes / solutions people can put in place to minimise their risk of becoming a victim of crime.

### **Litter and street / public area cleanliness**

Some areas of the borough suffer from litter in the streets and work will be needed with the local schools, community groups and health surgeries to encourage greater pride in the area and to promote positive behaviour in terms of not dropping litter.

### **Active and involved young people**

Although there are a number of activities for children and young people in the ward participation in these is not high. This could be to do with the wide geographic spread of the ward and the difficulty in getting from 1 side of the ward to the other as highlighted above, or it could be that the activities do not appeal to the young people living in the ward. Work will be required to engage young people in a discussion around the type and frequency of activities that should be made available within the ward.

### **Active and involved older people**

Making up nearly a quarter of the population of the ward we need to have a real focus on the opportunities available for older people to play a meaningful role in community life within the ward. The focus in previous years has been supporting older people when things go wrong. We want to change that focus through this community plan to focus on the strengths and skills that older people bring, enabling them to live longer, happier lives and to contribute to creating a sense of pride and community spirit within the ward.

**Priorities for 2013 / 14**

Priority 1: Activities for children and young people

Priority 2: Creating safer streets / neighbourhoods

Priority 3: Helping older people live more active lives

Priority 4: Getting more people involved in community activities